

Share the SDGs

Scouts choose a way to promote the SDGs to their community, using posters, videos, memes or whatever to share a specific message.

Section: All
Time: 30 minutes
Where: Den, Home



PLAN

This activity is intentionally broad to allow the scouts to come up with their own plan. Work with the scouts to figure out the three important components of this task:

- What message about sustainable development do the scouts want to communicate?
- Who do they want to get this message across to?
- How do they want to do it?

Help the scouts to choose a clear message that their target audience will understand. Help them as well to choose a method that is accessible and will be understood by that audience.

Materials

Materials needed will depend on the method being used – paper and art supplies for posters, computer or smartphone for videos or memes and so on.

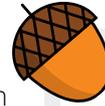
DO

The scouts can work individually or in their small groups to complete their designs. Their focus should be on getting the message across, but using creativity, humour, irony or anything else that works for them. The second part is to get their message shared. They may need help with this one, whether it is getting posters up in public places such as noticeboards, in libraries, shops and community centres, or posting online or on social media.

REVIEW

Chat with the scouts about how their promotional campaign went. Do they feel that they got their message across? Did they get feedback? Did people understand the message and will people make changes to how they do things?

Reviewing this activity with the scouts is an important way to help them to understand how they can get their message across.



In a nutshell...

- Scouts decide on another country to talk to scouts there about sustainability, amongst other things!
- The scouters make a safe formal arrangement and the scouts get chatting.
- The scouts learn about the issues facing their own age group in a different situation.



Follow-on

Extending the process into a group twinning could open up a whole range of opportunities for the scouts. Making an initial arrangement for maybe one scouting year would allow both groups to assess the benefits before renewing for another year, and make it easier for group members to buy in.



SDG 17 Partnerships for the Goals

SDG 17 aims to encourage and promote effective public, public-private and civil society partnerships. Scouts can reach out hands of friendship and start to understand and support others to better equip them to face shared challenges in the future.



Find out more!

Visit - www.betterworld.ie
 Contact us - sustainability@scouts.ie

Produced by the Scouting Ireland Sustainable Scouting Team